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MARKETING AND IDENTIFICATION PROJECT FOR GREENHOUSE VEGETABLES

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Saskatchewan Greenhouse Growers Association

Saskatchewan Agri-Value Initiative (SAVI)
Final Report and Expenditure Statement

Project Number: **20090236**

Project Title: **Marketing and Identification Project for Greenhouse Vegetables**

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This project is to develop tools for Saskatchewan producers to increase the awareness of Saskatchewan grown greenhouse vegetables. The association consulted with industry leaders in Saskatchewan and set up a committee who worked on the development of the logo and brand. Producers defined what they wanted the brand to stand for and how it would address the current and future producer needs.

The committee identified that they wanted to develop a brand that says "local producer". This should also be backed up with safe, good quality, and produced with provincial pride. The logo should be easy to identify and provide traceability to the producer. This is part of marketing but also furthers the On Farm Food Safety traceability of fresh produce.

This was presented to the SGGA membership at their annual general meeting at the Green Trades Conference. The membership vote was unanimous in approval of the material presented. The board is perusing legal actions to protect the developed product. The tag line was "You say tomato … We say buy local" and the logo.

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Introduction:

The development of an awareness program in Saskatchewan for provincially grown greenhouse vegetables was in result a response to changing market demands from the consumer. The retail outlets

require more from the producer than ever before. The association consulted with industry greenhouse vegetable leaders in Saskatchewan and set up a committee that worked on the development of the logo and brand. This was to help define what they stand for and how it meets the current and future producer needs.

Objective #1:

Develop a brand that says "Saskatchewan producer" (safe, good, community, pride)

The work was presented to the SGGA membership at their annual general meeting at the Green Trades Conference. The vote was unanimous approval of all aspects of the program and the board is perusing legal actions to protect the developed product. The tag line was "You say tomato … We say buy local".

With many grocery stores going to self scan tills the produce has to be easily identified to be purchased by the chains and to capture a premium price.

Objective #2:

Create a sticker and promotional material to incorporate the Saskatchewan's Own logo.

The stickers are designed to incorporate UPC codes and producer names when the producers require this material. No UPC codes were incorporated in the demonstration material as the producers are waiting until provincial numbers can be obtained.

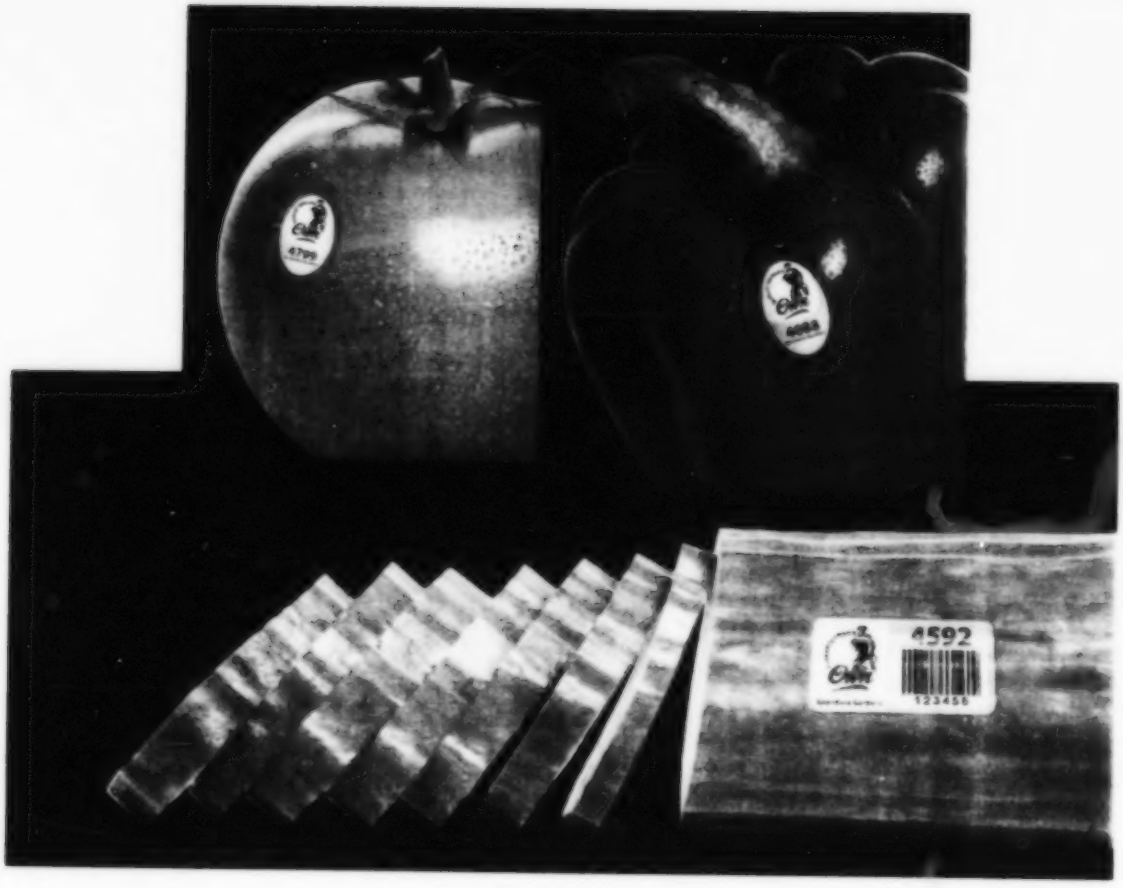
a) Develop an easy to identify logo
   - The logo and identification is developed to incorporate UPC, farm names and bar codes.

b) Traceability to the producer – the producer's name on the sticker

Started new development towards:

a) A single Saskatchewan UPC code on the label for the tomatoes and peppers
b) A single Saskatchewan Bar code for cucumbers
   a. There are discussions with Federated Coop for a provincial number for all their stores in the province, this is a slow process and will not be completed in time to be incorporated by this project.

This project was to demonstrate sticker application methods to the producers using hand-held sticker guns. This is so they could evaluate which sticker application method they preferred; as the sticker guns are temperamental and prone to be user dependent when it comes to effectiveness. The opportunity presented itself that a table top sticker machine is in the final stages of developed. Arrangements have been made to have this machine demonstrated at the SGGA conference in November 2010.



Development of a point of sale display includes a photo from above and this promotion.

You say tomato . . .
We say buy local

Support your local
Greenhouse Grower.
Look for the
Saskatchewan's
Own logo.

Objective #3:

Develop a media release and awareness program for the promotion. Then develop banners, brochures, newspapers and trade magazines, and public exposure.

The industry media release was done at the SGGA conference, The Green Trades Conference, focused to the provincial vegetable producers. The SGGA will be running promotional articles in their newsletter. The print ads for the public have been created and set to run when most of the producers the producers are in full production. Most greenhouse producers freeze their greenhouses down to reduce disease and insect issues and then seed around January 15th. Tomato and peppers require 80 to 100 days to be in full production and this is when the advertising will hit the consumer.

The banners have been developed and are ready for display at Gardenscape, this third largest gardening event with last years attendance over 26,600 people. The booth will have demonstration material and fresh Saskatchewan greenhouse produce to introduce the marketing and identification to the public.

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Objective #4:

Demonstration focused on training of the band development was completed in the Viscount Room of the Travel Lodge on November 13, 2009. The On Farm Food Safety (OFFS) Training event for greenhouse producers on November 12, 2009 was done before the Saskatchewan Green Trades Conference The OFFS training event costs where paid by Saskatchewan Vegetable Growers Association and their provincial OFFS program. No training costs where encored to this project, although the goal was achieved as several greenhouse operators were trained at this event.

Web site development has been contracted and will be posted shortly. Completion of this task was interrupted by a reworking of the member only area to increase usability of the web site. This will not affect the cost or the content of the material, although it has delayed the posting of the material.

Gardenscape is a perfect opportunity to show case the program and introduce the new logo to the public. The SGGA display features the promotional material from this project with produce from a year round

producer of greenhouse vegetables. The OFFS booth was paid for through the SGGA OFFS program and achieved the promotion with out financial contribution from this project.
Murray Gray, OFFS Coordinator:

"I was able to attend and display the CanadaGAP On Farm Food Safety booth in conjunction with the SGGA's display at the Saskatoon Gardenscape trade show on March 26-28. We attracted an amazing amount of drop in attention. Some local produce from the Pusch Bros. Greenhouse (vine ripened tomatoes, long English cucumbers, mini cucs and colorful peppers) was on display, which drew a lot of interest. Surprising enough a large percentage of the public did not know that we produce these vegetables, which was quickly dispelled and informed them of the various locations around the province where they can purchase these items. The local growers and public were intrigued and very receptive of the of the Canada GAP On Farm Food Safety program, and were pleased that the Greenhouse Growers are delivering the program to their members. The show was a really great avenue to get the message out to the public that a viable, affordable and safe local product is out there for the public to buy as an alternative to the imported produce they are used to. The people were introduced to the new Greenhouse Growers' sticker and will be looking for it in the market on the product. Most of the inquiries were: where the producers are and where can they buy their product. The show and displays were wonderful and it was a very successful event to attend."

Objective #5:

The Final Report and Industry awareness

The SGGA Newsletter will be going out in the middle of April to the Saskatchewan Greenhouse Growers Association mailing list, it will contain a write up on the SAVI program. In part about the development and who can become involved in the program.

At present production does not meet the demands of the product being produced in the province. The increased awareness in the market place will increase demand for the product. This will demonstrate to new producers the opportunities in this area of production and provide stability for existing producers to expand their facilities.

The main benefit of this project is that it has helped the producers meet the present and some of the future demands of the grocery stores, so that business can continue without interruption. This project has initiated an effort to obtain agreement from grocery stores to have a single Saskatchewan UPC code for all Saskatchewan producers for tomatoes, cucumbers and peppers. There is still work to be done as many stores adopt new technology, such as self-serve checkouts. However this is an opportunity for producers to continue to work together and build on what this program started.

This project was supported by the Saskatchewan Agri-Value Initiative (SAVI) under the Canada-Saskatchewan Growing Forward bi-lateral agreement.

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